

CHARITABLE GAMING HIGHLIGHT\$



2006 Volume 19, No. 2

COMING IN 2007...



The Michigan Lottery Charitable Gaming Division is pleased to announce it has contracted with Scientific Games to bring an exciting new game to bingo – Big Money Bingo! The Big Money Bingo game will offer a huge progressive jackpot everyday by linking the Michigan progressive jackpots of bingo games across the state.

Ten town hall meetings were conducted throughout Michigan during the month of October to encourage participation and explain the concept of the Big Money Bingo linked progressive jackpot game. Numerous smaller meetings were also conducted during the month. In all, Charitable Gaming staff met with more than 600 people in the bingo community. These meetings proved successful as over 100 locations and over 300 bingo licensees have signed up to participate in the Big Money Bingo game.

Installation, testing, and training will occur over the next few months with the Big Money Bingo game expected to go live in early 2007. If your organization is interested in signing-up for Big Money Bingo, contact Scientific Games immediately at (401) 849-2860. Look for more information on Big Money Bingo in this issue of HIGHLIGHT\$ and on our website at www.michigan.gov/cg.

Big Money Bingo—Pulling It All Together

With the continued decline in bingo attendance over the last 20 years, the statistics are loud and clear—the *only* way to save bingo in Michigan is by *increasing attendance* statewide. Shifting attendance from one hall to the next does nothing good for the bingo industry. The increase in attendance must come from those that do not currently play bingo.

Due to this need for increased attendance, our focus has been to 1) create a game that will allow bingos to offer jackpots that compete with casinos and other forms of entertainment; 2) ensure that halls look their best when new players show up; and 3) educate licensees on the value of having workers who are pleasant and helpful to the customers. Big Money Bingo will bring 5-digit jackpots into every participating hall. Commercial halls are



Players Hall in Waterford maintains beautiful restrooms.

investing more into the appearance of their halls and quality of their equipment. We will increase our focus on good customer service.

Is your bingo ready for these new players? Have you considered offering a bingo class a half-hour before your crowd arrives to help the “newbies” understand how the game is played and to familiarize them with the hall? What about setting aside a table or two that can be carefully monitored by workers to provide assistance to the new players? (Hint: This also keeps them from infringing on another player’s territory.)

Talk to your existing players about the opportunity for new players and the importance of keeping bingo alive. Listen to any feedback the players give you and work with them as much as possible. People appreciate knowing about changes before

they happen and they want to feel their opinions are at least considered.

Talk to your staff. Stress the importance of being helpful and polite from the time the new players enter the hall until they leave. Thank your staff for a job well done.

Give each new player a survey that asks the player’s opinion of the game and what might be done better. Collecting addresses or phone numbers allows you to notify these new players of changes made and invite them back. Offer trinkets to players in exchange for completing a survey. Make sure these items are counted as prizes on your financial statement.


There is concern that new players may only be interested in playing Big Money Bingo. If you are interested in getting their business, schedule your playing time so that Big Money Bingo is played near the beginning of the event and set aside an area for “Big Money Bingo Only” players. These players can help cover the cost of the consolation prize and may purchase charity game tickets and refreshments while they are at the hall. Once they are comfortable with the hall, they may start playing longer.

If you want to keep new players for the entire session, you can make a house rule that all players must purchase a book, or design another package that will keep them in your hall for a while.

Advertise when the Big Money Bingo game will be played and any requirements so players know what to expect when they show up at your game.

Increasing bingo attendance statewide is imperative to keeping bingo alive. Use the Big Money Bingo game to attract new players and work to keep them returning.

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HIGHLIGHT\$

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FAQs: Big Money Bingo

1. How do we sign-up for Big Money Bingo?

Contact Scientific Games at (401) 849-2860 to find out if there is still time to sign-up. You will need to complete the Participant Agreement and submit it to Scientific Games at the address or fax number referenced in the agreement. Additionally, the owner or principal officer of the location at which you conduct bingo will need to complete and submit the Hall Authorization Agreement giving Scientific Games permission to install all of the necessary equipment.

2. What time of day will the Big Money Bingo game start?

There will be two sessions each day. The afternoon session will begin at 12 noon and the evening session will begin at 8 p.m. The only exception is the Sunday afternoon session which will begin at 2 p.m.

3. How much does the equipment cost?

There are no up-front costs to either the bingo licensee or hall owner. Scientific Games will provide and install the equipment necessary to participate in the Big Money Bingo game. The only out-of-pocket cost you might have is for a minimum 24" television monitor required to adequately display the Big Money Bingo broadcast. The cost of the monitor may be paid by the bingo games and/or the hall owner.

4. Can we play both the Big Money Bingo and the Michigan Progressive Jackpot?

No. The Bingo Act and the Michigan Progressive Jackpot Bingo Game directive permit the play of only one Michigan Progressive Jackpot game at a bingo occasion.

5. What happens if we lose satellite reception due to bad weather?

The satellite dishes used for the Big Money Bingo game are more reliable than home television satellite dishes. While loss of reception would be rare, should it happen you would immediately call the Scientific Games hotline to receive the numbers verbally.

6. How do we send the required jackpot prizes and fees to Scientific Games?

Within two business days you must initiate an automatic clearing house (ACH) transaction transferring the required amount due into a bank account specified by Scientific Games. An ACH transfer is expected to cost less than \$1 per transaction. Scientific Games will be sending information to all participants on how to set up a recurring ACH transfer with your local bank.

7. Where do we buy the bingo paper? How much will it cost?

Scientific Games monitors your Big Money Bingo paper inventory and automatically ships an adequate supply of paper to you at no up-front cost. The bingo paper and delivery will cost \$0.135 for each bingo card (face) at the time that you sell that card.

8. How does Scientific Games know when we have a bingo?

If a player at your location yells "bingo" during the Big Money Bingo game, one of your workers will need to push a button on the ticket checker. This will pause the game statewide until you have had a chance to verify if the player has a valid bingo.

9. What do we do with our current progressive game? How do we stop?

You must play out the Michigan Progressive Jackpot (MPJ) progression before playing the Big Money Bingo game. Consider playing the MPJ game through late December or early January. Once that progression has ended, you may continue playing the MPJ each occasion as a 50/50 coverall game within 75 calls until the Big Money Bingo game is launched.

10. Can we terminate the Participant Agreement?

Yes. However, if you terminate the Participant Agreement within the first year, your organization must pay a \$150 early termination fee to Scientific Games to defray a portion of the installation costs.

11. Who do we contact if we have other questions?

As new information becomes available it will be posted on our website at www.michigan.gov/cg. You may also contact Scientific Games at (401) 849-2860 or the Charitable Gaming Division at (517) 335-5780.

The Squeal Deal

Players around Michigan are trying the new seal card game Squeal or No Squeal. Each box contains 30 Contestant Number Tickets, each uniquely numbered.

Once all the tickets in the box have been sold, the winning contestant number is revealed. The player holding that Contestant Number Ticket may agree to split \$300 with a second contestant whose number is under the tab (SQUEAL).

If the contestant is willing to take a **75% chance** to win the entire \$300 (NO SQUEAL), there is the risk they may only receive \$50 while a hidden contestant receives \$250.



FAQ: What if the winning contestant cannot be located?

Make an effort to notify all players of the winning contestant number. If no player presents that winning ticket, announce that the SQUEAL window will be opened. (Experience has shown that most players prefer to play it safe.) Post the winning contestant number and give the player a minimum of two weeks to present the winning ticket. Unclaimed prizes default to the organization.

Ticket Kicks Off Big Money Bingo

Our newest ticket, Big Money Bingo, will be available in January. This ticket will familiarize players with the look of the Big Money Bingo linked game. This 50 cent game varies considerably from any of our other games in that it offers four top prizes.



Tournament Texas Hold'em

In conjunction with the recent amendment of the Bingo Act, the Tournament Texas Hold'em directive has been revised. The revised directive can be found on our website at www.michigan.gov/cg. Below is a summary of the major changes to the directive:

	<u>OLD</u>	<u>NEW</u>
Maximum prize payout:	\$500/player/day	No limit
Rebuys:	Prohibited	Allowed
Maximum players/table:	7	10
House Rules:	Prize payout not required.	Prize payout must be listed in house rules.

Additionally, two new forms have been developed for Texas Hold'em tournaments. The Tournament Texas Hold'em Admission/Buy-In Fees form must be completed and the Tournament Texas Hold'em Rebuy Fees form must be completed if you allow rebuys. Copies of these forms are mailed with each Millionaire Party License and can also be found on our website.

Fixed Limit Texas Hold'em

A second Texas Hold'em directive was recently issued. The Fixed Limit Texas Hold'em directive permits millionaire party licensees to conduct Texas Hold'em as a table game similar to Blackjack, Let It Ride, or Seven Card Stud. Offering Fixed Limit Texas Hold'em in addition to Tournament Texas Hold'em has proven to be a very successful way to keep players at your millionaire party and spending money.

Fixed Limit Texas Hold'em differs from Tournament Texas Hold'em in that the chips have a cash value for redemption purposes. The house must set bet limits for each round of betting. This means that a player cannot go "all-in" (unless the player has fewer chips than the bet limit). The licensee makes money from this game by collecting a "rake" from each pot. The rake can be in the form of a required ante, fixed amount of the pot, a percentage of the pot, or any other method approved by the bureau. Fixed Limit Texas Hold'em requires the completion of all millionaire party game forms. Visit our website for a copy of the directive and the millionaire party game forms.



Chip Trick

Texas Hold'em is being played everywhere! Along with the opportunity for organizations to raise funds comes the opportunity for theft. There is a fast-growing way in which players can steal from your profits.

If your licensed organization purchases chips from your nearest retail store, realize that it is just as easy for your players to buy those chips. There is potential for dishonest players to purchase chips that look like yours, bring them to the event, and cash them in as winnings. You won't know what hit you until after the event has ended and you are counting your chips to find you have more chips than you started with.

If you are going to buy chips, buy a quality chip and put your organization's name on the chip. This will make it difficult for the dishonest player to duplicate—at least that day.

To be sure you were not a victim of chip duplication, always count your chips before and after your event. During the event, take note of players who leave the building and return to the game a short time later.



FAQs: Donated Raffle Prizes

Q: All of the prizes were donated for our raffle. How do we record this information on the Raffle Financial Statement?

A: Record the retail value of the donated prizes on lines 2 and 4 of the financial statement. The net result is zero dollars; therefore, recording donated prizes does not impact the net profit.

Q: In addition to cash and donated prizes, we also purchased some prizes to award at our raffle. How do we record this information on the Raffle Financial Statement?

A: Record the retail value of the donated prizes on line 2 of the Raffle Financial Statement. Then, total the cash prizes, the cost of the purchased prizes, and the retail value of the donated prizes from line 2, and record the amount on line 4.

Legal Action

American Legion 18, Bay City

Bonnie LaLonde, former recordkeeper, plead guilty to the misdemeanor of Larceny by Conversion over \$1,000. The 74th District Court in Bay City sentenced her to \$120 in fines and costs and \$14,032.50 in restitution.

Fraternal Order of Police 130, Ferndale

Kathy Marie Nagy, former chairperson, plead guilty to the misdemeanor of Embezzlement \$200 - \$1,000. The 37th District Court in Warren sentenced her to 18 months probation, 100 hours community service, \$700 in fines and costs, and \$7,436 in restitution.

Administrative Action

Suspended Licenses					
Organization Name	City	Violation(s)	Length	Date	License
AMVETS 126	Grand Rapids	Failure to maintain accurate/current records.	2 weeks	7/23/06	Annual CGT
ST. MARY'S CHURCH (A04699)	Flint	Failure to follow the bureau's directive for electronic bingo cards; failure to maintain accurate/current records; failure to account for all funds.	5 weeks	8/6/06	Bingo
ST. MARY'S CHURCH (A21460)	Flint	Failure to follow the bureau's directive for electronic bingo cards; failure to maintain accurate/current records; failure to account for all funds.	5 weeks	8/6/06	Bingo
ST. MARY'S CHURCH (A21609)	Flint	Failure to follow the bureau's directive for electronic bingo cards; failure to maintain accurate/current records; failure to account for all funds.	5 weeks	8/6/06	Bingo
K OF C 788	Lansing	Failure to maintain accurate/current records; failure to account for all funds.	5 weeks	8/20/06	Annual CGT
EAGLES 1241	Alpena	Failure to maintain accurate/current records; failure to account for all funds.	4 weeks	8/27/06	Annual CGT
DOWNTOWN COACHES CLUB	East Lansing	Failure to submit financial statement; worker pay exceeds legal limits.	1 week	8/28/06	All
VFW 1454	Alma	Conducting unlicensed gaming events.	1 week	9/3/06	All
DAV 105	Lake	Failure to follow Michigan progressive jackpot directive and the bureau's voiding directive; failure to maintain accurate/current records; failure to account for all funds.	1 week	9/10/06	Bingo
HOPE FOR WOMEN AND THEIR CHILDREN (A21434)	Lansing	Failure to maintain financial records; gaming proceeds diverted for questionable or unlawful purposes; failure to document loan.	6 weeks	9/10/06	Bingo
HOPE FOR WOMEN AND THEIR CHILDREN (A21053)	Lansing	Failure to maintain financial records; gaming proceeds diverted for questionable or unlawful purposes; failure to document loan.	6 weeks	9/10/06	Bingo
WOMEN'S OPPORTUNITY HOUSE WOMEN'S AUXILIARY	Grand Ledge	Failure to maintain financial records; gaming event proceeds diverted for questionable or unlawful purposes; failure to document loan; checks made payable to "cash."	6 weeks	9/10/06	Bingo
AMERICAN MILITARY LEAGUE	Traverse City	Failure to maintain/complete game records; conducting unlicensed gaming events; violation of probation.	6 weeks	9/17/06	Annual CGT
MOOSE 1116	Holland	Failure to deposit proceeds timely; failure to maintain accurate/current records; failure to account for all funds.	2 weeks	9/17/06	Annual CGT
CAROUSEL HALL	Lansing	Loaning money to a licensee directly or indirectly.	1 week	10/1/06	Hall
AMERICAN LEGION 105	Benton Harbor	Failure to maintain accurate/current records; overpayment of workers and failure to complete worker pay records; failure to account for all funds.	2 weeks	10/8/06	Annual CGT
EAGLES 3587	Caro	Conducting illegal raffles.	2 weeks	10/8/06	Annual CGT
AMERICAN LEGION 381	Newaygo	Conducting unlicensed gaming events.	1 week	10/15/06	Annual CGT
EAGLES 2460	Fenton	Failure to maintain accurate/current records; failure to deposit proceeds timely; failure to account for all funds.	8 weeks	10/22/06	Annual CGT
EAGLES 383	Traverse City	Failure to maintain accurate/current records; failure to account for all funds.	10 weeks	10/22/06	Annual CGT
STOP ALS FOUNDATION	Grand Rapids	Failure to submit an accurate and timely financial statement; checks made payable to "cash"; failure to have invoices or receipts for expenditures.	2 years	11/5/06	All
AMERICAN LEGION 409	Allen Park	Illegal gambling in the form of video poker machines and unlicensed raffles.	1 week	11/12/06	Bingo
Other License Actions					
Organization Name	City	Date	License	Status	
FRIENDS OF EDUCATION (A21044)	Muskegon	6/25/06	Bingo	Surrendered	
FRIENDS OF EDUCATION (A21043)	Muskegon	6/25/06	Bingo	Surrendered	
FRIENDS OF EDUCATION (A20783)	Muskegon	6/25/06	Bingo	Surrendered	
ST. PROKOPIUS SERBIAN ORTHODOX MISSIONARY CHURCH (A21398)	China Township	7/30/06	Bingo	Surrendered	
ST. PROKOPIUS SERBIAN ORTHODOX MISSIONARY CHURCH (A21397)	China Township	7/30/06	Bingo	Surrendered	
ST. PROKOPIUS SERBIAN ORTHODOX MISSIONARY CHURCH (A21493)	China Township	7/30/06	Bingo	Surrendered	
EAGLES 3607	Howell	9/16/06	Annual CGT	Surrendered	
EAGLES 2092	Royal Oak	9/7/06	Annual CGT	Revoked	



Area Training Sessions

Charitable Gaming inspection staff conduct statewide training sessions for licensees covering topics such as recordkeeping, rules, and accountability. We encourage you to attend meetings in your area to stay current on the latest charitable gaming news and requirements.

The following training meetings will cover raffles, millionaire parties, bingo, and charity game tickets. All meetings are scheduled for 1 p.m. This schedule is subject to change. Please check our website at www.michigan.gov/cg for the most current list of training sessions.

January 9, 2007
American Legion 104
3221 Old M-76
Standish, MI

February 12, 2007
K of C 1224
714 West 13th Street
Cadillac, MI

March 20, 2007
University Bingo & Banquet
980 University
Pontiac, MI

April 11, 2007
Moose 697
1025 East Wells Street
South Haven, MI

May 9, 2007
Rosemack Hall
20791 East 13 Mile
Road
Roseville, MI

June 22, 2007 (tentative)
K of C 791
9840 North Straits Hwy.
Cheboygan, MI